

# Baltimore Food Policy Initiative: Increase Access to Healthy Affordable Foods



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# Baltimore Food Policy Overview

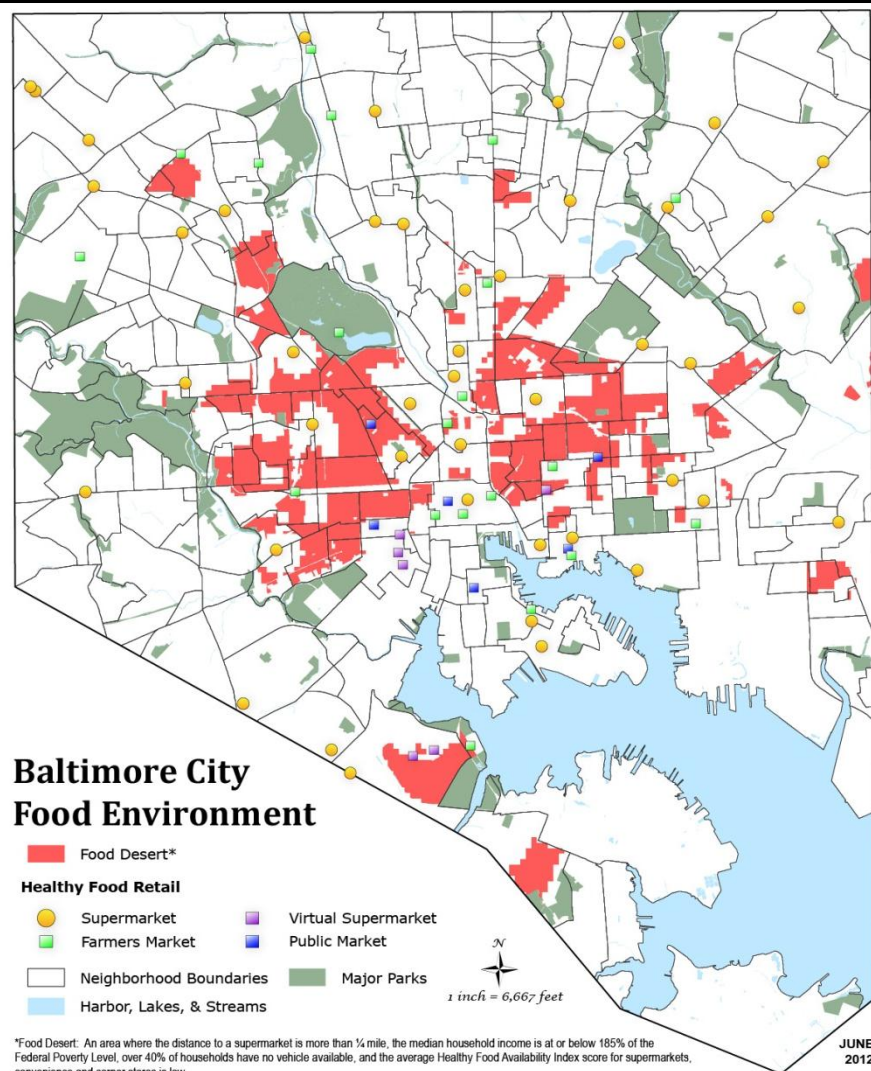




A close-up photograph of a hand holding a green apple. Below the hand is a woven basket filled with several apples of different colors, including green, yellow, and red. The background is dark and out of focus, showing some green leaves. The text is overlaid in the center of the image.

To improve health outcomes  
by increasing access to  
healthy affordable food in  
food deserts

# Food Desert Map



## Definition:

- 1/4 mile from grocery store
- Low vehicle availability
- At or below 185% federal poverty level
- Low Healthy Food Availability Score based on the Nutrition Environment Measurement Survey

## Impact:

- 20% of city residents in food deserts, (120,000 people)
- 1 in 4 school aged children (31,000)
- 1 in 4 of African American (105,000)
- 30% of Baltimore city residents receive SNAP benefits (190,000)



Stephanie Rawlings-Blake  
Mayor  
Thomas J. Stewart  
Director of Planning

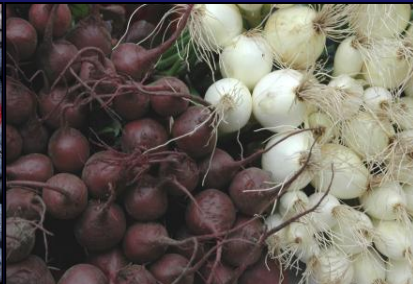


JOHNS HOPKINS  
Center for a Livable Future

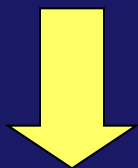


# Healthy Food Retail in Food Deserts





# Virtual Supermarket



- Order groceries online anywhere
- Accepts SNAP Benefits
- Pick up at local library, school or Senior Housing







# Public Markets

- Retail strategies for carryouts to provide & display healthier choices
  - Create healthy menu labels & menu displays
  - Change menus to include healthier sides & combo meals
- Increase demand for healthy food purchasing
  - Cooking demos & nutrition education
  - Coupons and incentives for healthy choices
- Fresh Food Strategy
  - Supporting wholesalers to supply MD grown



Look for the leaf  
for a fresh choice





# Howard Park Grocery Store

- Increasing access to healthy foods and job creation:
  - \$759,000 in Healthy Food Financing Initiative (HFFI) funds
  - New grocery store
  - Commercial kitchen
  - Revitalizing farmers markets

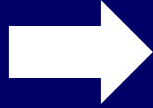




# Food Desert Retail Strategy

A catalyst to address health, employment, and economic disparities in food deserts/swamps

## INPUTS



## STRATEGIES



## IMPACT

### IDENTIFIED NEED

City-approved map



### Development Incentive Package

City provides food retailers incentives and support to attract and retain quality supermarkets and grocery stores.

### LEGACY

First city to eliminate food deserts and create a food oasis model

### MODELS

NYC FRESH  
Uplift Solutions  
FEED DC



### Grocery to Corner Store Distribution

Hub and spoke strategy where supermarkets team with corner stores to increase healthy food choices in food deserts.

### CHANGE PEOPLE'S LIVES

Reduce health, employment, and economic disparities

### PARTNERSHIPS

Food PAC  
Bloomberg SPH



### Grocery Job Training Center

Provides food retail job cross-training including: teller, food handling, stocking, and deli food preparation.

### REPLICABLE

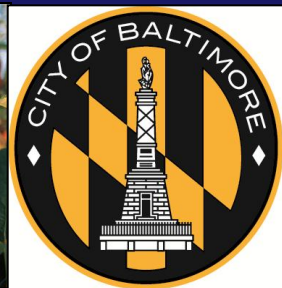
UCSM Food Policy Taskforce

# Homegrown Baltimore

## Grow Local, Buy Local, Eat Local







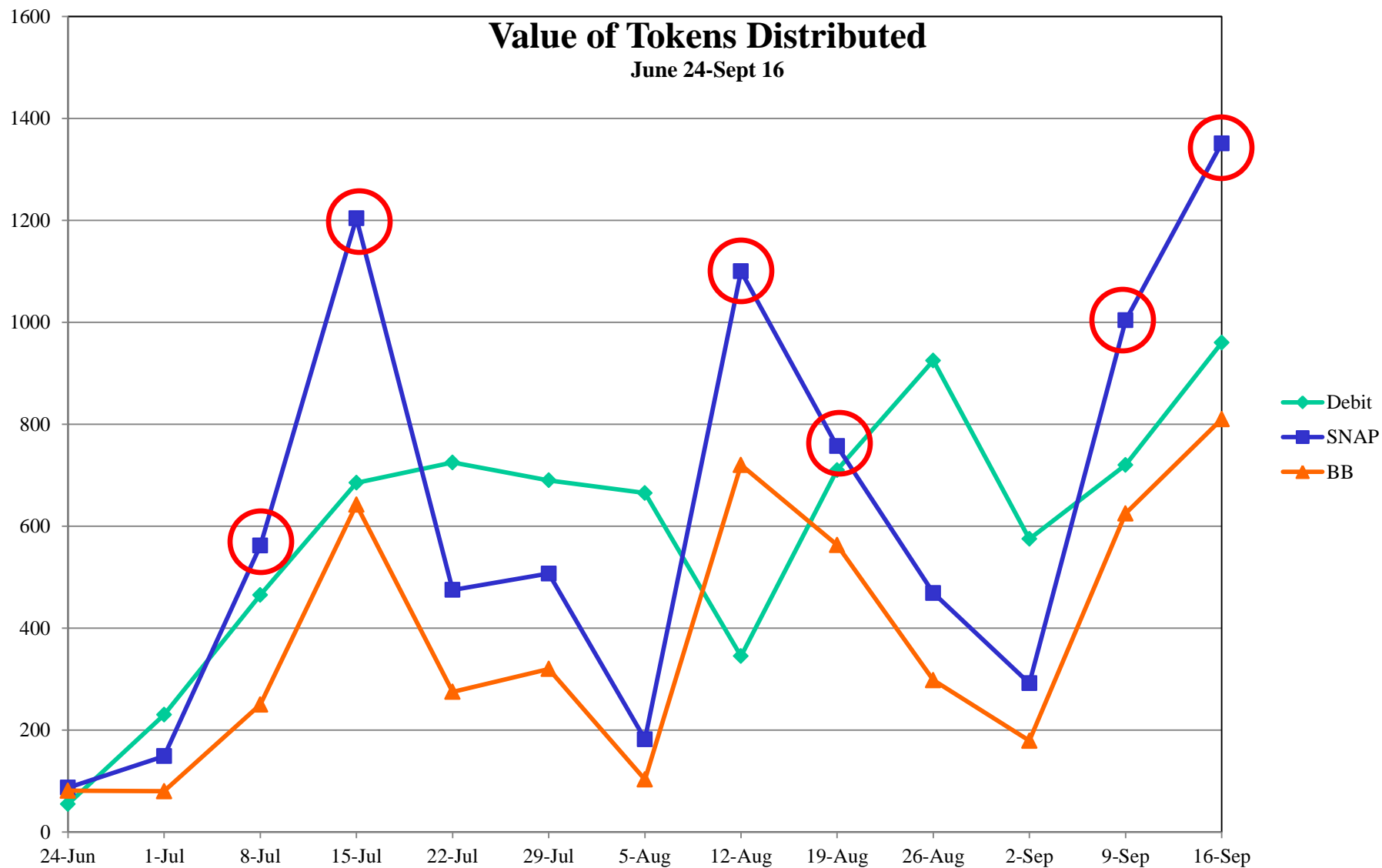
# Support & Expand Farmers' Markets

- 20 farmers markets in Baltimore City
- 8 EBT machines at Farmers' Markets
- City Registered EBT Machine for Baltimore Farmers Market & Bazaar
  - 40 vendors now accept SNAP benefits
- Developed Citywide Farmers Market Permit Guide

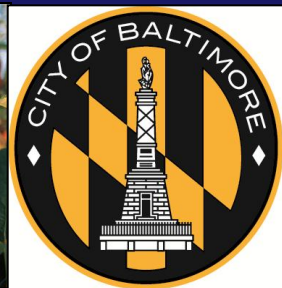




**Value of Tokens Distributed**  
June 24-Sept 16







# Support Urban Agriculture

- Vacant Land Assessment
  - Approximately 20 acres
- Developed & issued RFQ for urban farmers
- Updated Animal Husbandry Regulations
  - Miniature Goats, Bees, Rabbits and Chickens
- Updated City Building Code
  - Hoop houses

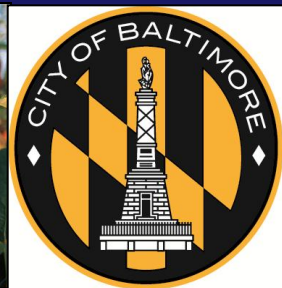




# Baltimore City Schools







# Healthy Food In Schools

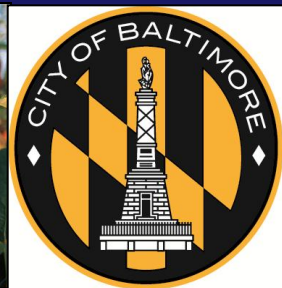
- School Food Strategic Plan
  - Lunch Lessons, LLC
- Great Kids Farm
  - School district owns a 20 acre farm
- Let's Move Salad Bar Initiative
  - 10 New Salad Bars
- Fruit and Vegetable Program
  - 89 schools



# Healthy Eating Marketing Campaign







# Get Fresh Baltimore

- Goals
  - Fruit & Vegetable campaign by youth, for youth
  - Food media literacy
- 2,000 Elementary Students
  - 250 ads in Metro buses
- 5 Public Service Announcements

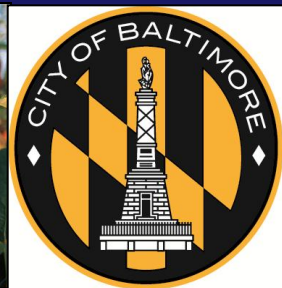




# Food Policy: National Perspective

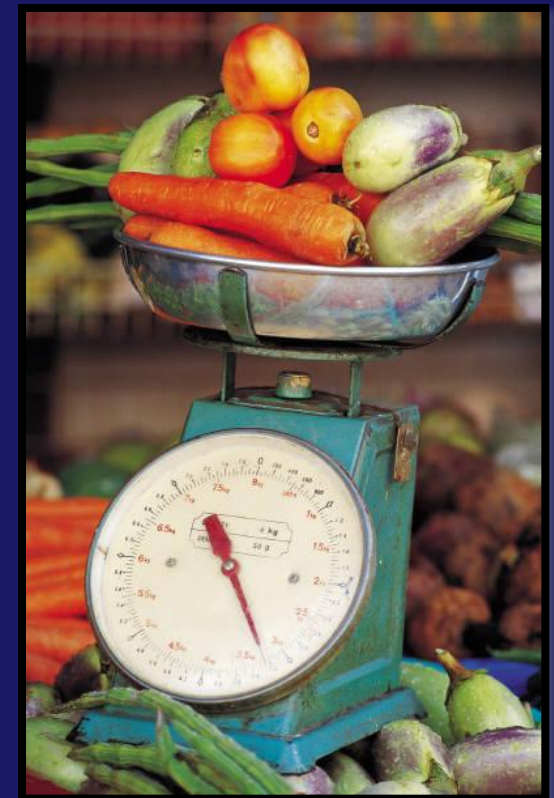


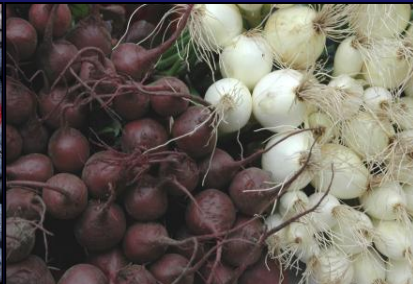




# Food Policy Director Network

- Coalition of food policy Positions within city government
  - Baltimore, Boston, LA, San Francisco, NYC, Portland, Seattle, Louisville, Philadelphia and growing
- Purpose
  - Share resources and food access strategies
  - Support new cities in creating equivalent positions





# United States Conference of the Mayors Food Policy Task Force

Issues	Outcomes
Farm Bill	Resolution & Advocacy
Food Desert Locator Definition	Advocacy
Local Food Procurement	Best Practices
Online SNAP Benefits Pilot	Policy Advocacy
Healthy Food Retail Strategy	Best Practices
Homegrown Platform for Mayors	Best Practices





# Thank You

**For More Information Please Contact:**

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443-928-3477

**BFPI is currently supported by:**

